

ABSTRACT

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MARKETING AND SALES ACTIVITIES IN THE AUTOMOTIVE FIELD AT PT PERMATA HIJAU AUTOMEGAH

While carrying out professional work at PT Permata Hijau, practitioners work under supervision and guidance in the Sales Division. In carrying out professional work, practitioners have the opportunity to be directly involved in the product marketing process at exhibitions, advertisements and bank events. Apart from that, practitioners are also involved in the sales process of Honda car units, starting from converting prospects into customers to sending car units to customers directly.

Keywords: *Marketing, Sales, Automotive*

